In 2019, we’ll celebrate our 20th year of helping public safety and local government around the country and world connect and share information online. We take great pride in being the online resource for forward thinking municipal leaders and in helping them better serve our communities.

Last year we launched Response, the first marketing platform designed specifically to reach local government, leveraging the broad reach and unparalleled range of marketing solutions only EfficientGov can offer. This year, we’ll be launching SafeGov an entirely new brand, eNewsletter and website which will leverage our expertise in public safety to help local leaders better protect their communities from the wide range of threats they face.

In addition, we’re thrilled to offer new custom training options via our industry leading LocalGov Academy Online Learning Platform, which trains hundreds of thousands of first responders and city employees annually at more than 2,500 municipalities, and works with more than 45 risk pools and insurers. Whether it’s custom course development or a white-label learning management system, we can give you the tools to efficiently and cost-effectively train customers, prospects, dealers and employees.

EfficientGov continues to offer unparalleled capabilities for addressing your toughest business challenges and delivering your message to the right audience at the right time. Thank you for your business and the support that has helped get us to where we are today. We’re looking forward to continuing to exceed your expectations in 2019 and beyond.

Alex Ford, CEO EfficientGov, Praetorian Digital

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
### DIGITAL REACH

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newsletter &amp; Emails</td>
<td>200,000+</td>
</tr>
<tr>
<td>Delivered Monthly</td>
<td></td>
</tr>
<tr>
<td>Unique Monthly Visitors</td>
<td>73,000+</td>
</tr>
<tr>
<td>Registered Members</td>
<td>41,000+</td>
</tr>
<tr>
<td>Municipal Newsletter Subscribers</td>
<td>29,000+</td>
</tr>
<tr>
<td>Increase in Unique Monthly Visitors, Year-over-Year</td>
<td>64%</td>
</tr>
</tbody>
</table>

### EFFICIENTGOV

**is THE** online resource for forward-thinking municipal leaders

### OUR READERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>City/Town</td>
<td>74%</td>
</tr>
<tr>
<td>County/Regional</td>
<td>12%</td>
</tr>
<tr>
<td>State</td>
<td>6%</td>
</tr>
<tr>
<td>Federal</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

* Source: Google Analytics

### SPAN THE MARKET

- City Leadership: 41.7%
- Executive Leadership: 3.4%
Drive Business with the Right Message, to the Right People, at the Right Time.
Get your brand in front of decision-makers at any stage of the purchasing process.

The most effective marketing plan is targeted, consistent, and multi-channeled.
Introducing your comprehensive, managed platform for public safety and local government marketing.

1. BE RECOGNIZED
   Ensure consistent top-of-mind awareness for your brand.

2. GET FOUND
   Get noticed first when your customers begin their search.

3. CAPTURE & ENGAGE
   Engage potential customers and capture leads.

4. AMPLIFY SUCCESSES
   Share the positive impact your brand has made with customers.
Behavioral Reporting
Highly Targeted Sales Intelligence For Your Team.

TITLE, POSITION AND ORGANIZATION
Your report also includes extremely useful information about our audience, including their job title, location and what agency they work for.

SEGMENT BREAKDOWN
At-a-glance, relevant statistics show you the size of your segment as well as the geographic makeup of your target audience.

CUSTOMER INTERESTS
Get a sneak peek into the topics your target segment cares about, the content they engage with, and the issues that matter most to them.

---

PARTNERSHIPS

Include:

MANAGED SUPPORT
Dedicated Customer Success Reps to help you define goals and execute your campaign.

CAMPAIGN UPDATES
Ongoing measurement of your campaigns with our recommendations.

CONSULTATION
Additional design or marketing consultation is available to you ongoing.

DISCOUNTED RATES
Add additional marketing elements at discounted rates of 20% off rate card.

---

Response Marketing Platform

<table>
<thead>
<tr>
<th>Service</th>
<th>Core</th>
<th>Plus</th>
<th>Custom</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email Promotion</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Product Category</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsored Content or Buyer’s Guide</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Lead Generation</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Company Page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Behavioral Reporting</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Social Media Advertising</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Dedicated Email</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Additional Product Inventory</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Custom Content</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Behavioral Targeting</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Content Microsite</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Lead Qualification &amp; Lead Nurturing</td>
<td>✔️</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Dedicated Customer Success Manager</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Monthly Reporting &amp; Dashboard</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Monthly Investment (up to)</td>
<td>$1100</td>
<td>$2100</td>
<td>$5000+</td>
</tr>
</tbody>
</table>
Email Newsletters

The weekly email newsletter is EfficientGov’s core product, as it puts original news and exclusive features into the hands of subscribers each Monday.

Topical Email Newsletters

Interested in reaching a specific segment of our readership? Check out our EGTech and Grant Intel newsletters for opportunities to reach your target customers.

Dedicated Email Blasts

An exclusive email campaign dedicated to your company’s products or services and sent to our 29,000+ subscribers. Our open rates often exceed those of our editorial emails.

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
If you’re not thinking about how you train your customers, your partners and your internal teams, you’re missing a big opportunity. The top companies are using online learning to grow their business – and they’re working with Praetorian Digital.

Use Online Learning To:

- Train Your Customers on Your Products
- Train Your Dealers & Distributors
- Train Your Internal Team & Sales Force

3 Ways to Advance Your Business Objectives

**Sponsored Training Courses**
- Fully hosted, unlimited users
- Cost-effective and efficient product training
- Option to accredit for CE requirements
- Lead generation and thought leadership

**Learning Management System (LMS) Lite**
- Your training hosted and delivered on our Academy platform
- Dedicated co-branded learning environment
- Registration and login integration on your site
- Deliver your training to more than 2,500 departments

**White Label Learning Management System (LMS)**
- Enterprise-scale white label training platform
- Custom course builder, user management, reporting
- eCommerce and event management
- Train your customers, dealers and employees and manage accreditation and compliance

Online Learning Success Story

Powered by the CorrectionsOne Academy, Axon Academy provides online training, manages events and tracks annual certifications for all TASER weapons instructors and AXON body camera customers with more than 50,000 users worldwide.

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
We specialize in creating standout custom advertorial and sponsored editorial content and delivering it to the right readers within the largest online local government audience at the right time. Whether you’re a fortune 500 or a startup in the government market, let us be your content marketing team – working to amplify your message and guiding prospects through the purchase journey.

OUR SERVICES

Engaging Custom Content
Features, Quizzes, Case Studies & Other Articles

Education & Thought Leadership
White Papers, eBooks

Visual & Social Content
Infographics, Facebook Boost Marketing

Digital & In-Person Events
Webinars, Roundtables

Microsites & Major Campaign Strategies
Blogs, Landing Pages, Targeted Microsites

Custom Video Production
Product Demos, Training with Product Placement

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
Our EfficientGov team of editors and expert columnists ambitiously covers the broadest array of government topics of any media organization. In addition to our regular coverage, we have several major editorial coverage efforts planned for 2019 – many of which offer great content sponsorship opportunities.

**MAJOR COVERAGE THEMES**
While we’ll be covering the same broad range of essential government topics, we will be targeting a few for expanded focus throughout the year given their elevated importance to government agencies.

- Emergency Management
- Emergency & Non-Emergency Communications
- Government Administration & Community Engagement Tools
- Smart City Technologies & Cybersecurity
- Public Safety Data & Technology
- Public Health: Harm Reduction Strategies & Outcomes

**SPECIAL COVERAGE SERIES**
Our special coverage tackles major government topics with expanded reporting and enhanced features, combining perspectives from top experts with original feature reporting. These represent our most ambitious editorial efforts and represent excellent sponsorship opportunities for companies looking to align themselves with award-caliber coverage of critical topics.

- Smart Solutions for Emergency Management
- Digital Modernization for Today’s Cities and Towns
- Enhancing 911 Interoperability with Tools & Training

**SPONSORED CONTENT**
EfficientGov has the ability to produce exclusively-sponsored eBooks, videos, online training courses and podcasts on a range of editorial topics relevant to sponsors. eBooks feature recent, high-quality editorial content that are a cost-effective way to produce valuable marketing collateral and reach your target audience. If you’re interested in a unique content sponsorship opportunity around a topic important to your product focus, let’s discuss how we can come up with a solution.

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
Each year, more than $50 billion in local government grant funding is available including $12 billion in for education grants alone. These are grants intended for local governments to apply, yet many municipalities are either unaware or ill-equipped to navigate the grant process. Having a grant strategy is essential in today’s highly competitive market. With our Grant Assistance Platform we can help your customers get the funding they need to purchase your product.

PROGRAM INCLUDES:

- Sponsorship position and grant support within your product category
- 1:1 unlimited, personalized grant consulting from Senior Grant Consultants
- Customized grant research specific to each department’s funding needs
- Reviews of department grant narratives and applications
- Access to Corporate Grantfinder, up to 10 user licenses*
- Ongoing, pre-screened, product eligible Grant Alerts
- Your company logo rotating throughout the site
- Listing of your company’s grant-relevant products
- Exposure within the GrantsHelp Newsletter
- Processing of up to 15 new grant support lead requests per month*
- Monthly tracking reports on leads and status

GRANT FUNDING SUCCESS RATE:

Our success rate of getting departments funding for grants we write is higher than the national average.

40%

Average success rate

17%

National Avg success rate

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
## DISPLAY ADVERTISING

**PREMIUM DISPLAY**
- Interstitial 640x480

**HOMEPAGE TARGETED**
- Homepage 728x90
- Homepage 300x250

**RUN OF SITE (ROS)**
- ROS 728x90
- ROS 300x250

**DISPLAY AD CREATION**
- One Banner
- Up to 6 Banners

## EMAIL ADVERTISING

**PREMIUM DISPLAY**
- Exclusive General eBlasts
- Exclusive Targeted eBlasts
- Location, Rank/Title targeting available

**EDITORIAL / PRODUCT INTEREST**
- Member eNewsletter
- EG Tech Bulletin

**SPECIALTY ENEWSLETTERS**
- Grants and Technology available

## GRANT ASSISTANCE

**GRANT ASSISTANCE PROGRAM**
- Grant Assistance Program
  - (15+ leads per month custom pricing available)

**GRANTTRACKER PROGRAM**
- Contact us for pricing

**GRANTFINDER PROGRAM**
- Contact us for pricing

## CUSTOM CONTENT & EVENTS

- Featured Custom Article or Case Study
- Featured Custom Article Series
- Premium Content Blast
- Premium Content Supplement
- Market Research Survey
- Educational Whitepaper or eBook
- Custom Roundtable Event

Let’s discuss what we can do for you - contact us at Info@EfficientGov.com or (855) 4-EFFGOV.
Praetorian Digital’s properties... combine to reach more than 3 Million public safety and local government officials each month.

CONTACT US FOR MORE INFORMATION ON REACHING THE LOCAL GOVERNMENT MARKET.

VISIT: www.EfficientGov.com/advertise/
EMAIL: Info@EfficientGov.com
CALL: (855) 4-EFFGOV

200 Green Street, Suite 200
San Francisco, CA 94111
www.PraetorianDigital.com